

DATE: October 14, 1997
SUBJECT: PARLIAMENT 100s BOX--NAMES
FROM: Bill Hartnett
TO: Lauren Steen

The following are additional names to consider for Parliament 100s Box. The names are listed in two categories: those which refer to the features (or structure) of the box, and those which refer to the benefits of the box (i.e. smooth, easy, comfortable).

FEATURE/STRUCTURE	BENEFIT
Slick box	Smooth-fit box
Streamlined box	Soft-edge box
Style box	Smooth-edge box
- Roll box	Comfort box
Flex-box	Easy box
Scroll box	Easy-grip box
	Comfort-fit box
	Handi-box
	Glove box
	Easy-fit box

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